

January 13, 20xx

Mr. Bruce Johnson, Marketing Manager
Guam Visitors Bureau
153 San Vitores Road
Lower Tumon, GU 96921

Dear Mr. Johnson:

While meeting with your assistant marketing manager, Richard Grayson, I learned of your need for an advertising/public relations assistant at the Guam Visitor's Bureau. The Guam Visitor's Bureau has done excellent work in the marketing of Guam to Asian countries, and I would like to contribute to your future growth and success. My solid education in advertising and public relations, combined with my experience in various promotional activities, qualify me to make that contribution.

Earning a B.S. degree in communications with a concentration in advertising/public relations has given me the foundation necessary to start contributing immediately in the position of advertising/public relations assistant. Courses such as Advertising Design and Copy Writing helped hone my layout and copy skills, while courses such as Public Relations and Public Relations Management helped develop my understanding of the public relations concept. The skills gained from these courses would enable me to design effective advertising campaigns for the Guam Visitors Bureau and take them from the design stage through to finished production.

In addition to my educational background, my experience in various promotional activities also has helped strengthen my knowledge of advertising and public relations. While working as a marketing intern at Citibank, N.A., I had the opportunity to participate in a large promotional campaign involving the 20xx Guam Housing Expo. The invaluable experience I gained taught me some of the organizational and communication skills necessary to market to the Asian-Pacific culture, the specific niche of the Guam Visitor's Bureau. The enclosed résumé contains more information about my background and experience.

Could we schedule a time when I can talk with you about working for the Guam Visitor's Bureau? You can reach me at _____ or at the address shown below. I am eager to contribute my ability and dedication to the future progress of the Guam Visitor's Bureau.

Sincerely,

Your Name
Mailing Address
City, State Zip

Enclosure

Solicited Cover Letter

March 22, 20xx

Mrs. Teresa Wright
Virginia Polytechnic Institute
171 Burruss Hall
Blacksburg, VA 24060

Dear Mrs. Wright:

Virginia Tech's web site recently listed a job opening for the Football Ticket Sales Manager position. Virginia Tech's recent move to the ACC has broadened their opportunity for increased sales in all sports. These increased sales, along with the fact that Virginia Tech's football team is one of the best in the NCAA, create a need in the Football Ticket Sales department for individuals with a knowledge of accounting, technology, and communications. My education and broad work experience have given me the tools necessary to fill this need.

Through earning a B.S. degree in Business with an Accounting concentration, I have been trained thoroughly in financial, governmental, and cost accounting. For two semesters, my outside projects consisted of being given all the accounting events for a year and asked to record and post all entries necessary. Although I learned much about accounting through these projects, they also taught me how to research unusual situations and apply my training in practical circumstances. Virginia Tech is in the unique position of being both an institution and a business. My experience would allow me to be able to handle with confidence the responsibility placed on the Football Ticket Sales Manager.

The first few years after Virginia Tech's transition to the ACC will be critical for Virginia Tech's reputation. Courses in speech communications and business writing communication gave me the skills necessary to successfully write and speak to the business world. I will be able to communicate effectively to faithful and new customers, as well as teams in Virginia Tech's new conference. My training allows me to maintain Virginia Tech's outstanding reputation for being one of the most hospitable schools in the nation.

In working as a Tax Assistant for Montgomery County Treasurer's Office, VA, I was taught regulations for government accounting. Since Virginia Tech is a public institution, many of the same regulations apply. My prior understanding gives me an advantage in learning these rules. My enclosed résumé gives additional information about my work experience.

Could you please call me to set up a time when we can further discuss the possibility of my contributing to Virginia Tech's Football Ticket Sales staff? You can reach me at _____.
I look forward to Virginia Tech's move to the ACC. It will be an exciting season.

Sincerely,

Your Name
Mailing Address
City, State Zip

Enclosure: Résumé

Solicited Cover Letter

October 22, 20xx

Mr. Thomas B. Adkins
Graam Pro-Gramming
892 Cherry Laurel Drive
Salina, KS 67401

Dear Mr. Adkins:

A problem requiring a programmed solution can be solved in several thousand different ways, but truly useful programs require more than flashy interfaces, interesting features, and thorough documentation. Programs of worth go beyond the user's solution and solve the root of the problem in a way that is portable, changeable, and reusable. However, programmers who both understand the necessity of designing programs in this way and have the skill to implement this type of design are rare.

Furthermore, as a small, growing company, Graam Pro-Gramming must select programmers who are able to provide the whole package—strong programming ability, good interpersonal skills, and solid communication skills. A B.S. in Computer Science and Software Engineering and previous work experience have provided the knowledge and experience in these areas that would enable me to make a strong contribution to the success of your company.

Most important for success as a programmer is strong programming ability in a variety of languages. Through Computer Science courses, I have gained intensive programming experience in platforms such as C++, COBOL, Visual Basic, and VAX Assembly Language. In addition, I have learned the concepts and theories of a variety of lesser-known programming languages, such as SNOBOL, FORTH, Prolog, Lisp, and Awk. Working in the data processing department of Pensacola Christian College allowed me to develop my programming ability even more. For example, I learned coding techniques from Steve Dwire, a current employee of Graam, who taught me to use Visual Studio effectively.

Since Graam programmers work as a team to develop software, good interpersonal skills are vital to success in your company. While working in the data processing department of Pensacola Christian College, I worked in a group programming in Visual C++. In addition, several of my courses required projects to be completed as a group, allowing me to see the necessity of identifying group members' strengths and dividing the work in a way that emphasizes those strengths and overcomes any weaknesses.

Your Name
Page 2
October 22, 20xx

For two semesters I worked in a group developing a large software product from the initial analysis, design, and prototyping phases to coding and then testing the project using a variety of techniques. Tests that could be used for future maintenance of the program were also developed. Such an extensive project required strong programming and teamwork skills to complete all of the requirements. In addition, effective communication skills enabled me to help develop user-friendly support documentation for both customers and future developers. I was also responsible for giving an oral presentation of our progress on the project and for helping with the final presentation of our system to peers and computer science faculty members.

Enclosed is my résumé providing further details about my qualifications. Could I meet with you in person to discuss the possibility of becoming a contributing member of the Graam team? You can reach me anytime at _____. I will be available for an interview during the winter break from December 20th to January 10th. Your company's outstanding reputation makes me look forward to discussing with you ways I can contribute to the distinction of your Pro-Gramming.

Sincerely,

Your Name
Mailing Address
City, State Zip

Enclosure